

Message Text

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PAGE 01 ANTANA 01013 050459Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----073046 050501Z /17

R 021436Z JUN 78
FM AMEMBASSY ANTANANARIVO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0587

UNCLAS ANTANANARIVO 1013

USDOC

E.O. 11652: N/A
TAGS: BEXP, MA
SUBJECT: ADS REQUEST: SWAN ELECTRONICS CORP - INTERNATIONAL
DIVISION, CALIFORNIA

REF: ADS REQUEST TRANSMITTED BY COMMERCE 4/26/78, RECEIVED
ANTANANARIVO 5/8/78

1. EMBASSY VISITED FIVE FIRMS. FOUR OF THE CONTACTED FIRMS
EXPRESSED INTEREST IN CORRESPONDING WITH THE INTERNATIONAL
DIVISION OF SWAN ELECTRONICS CORPORATION.

A. STE. HENRI FRAISE FILS & CIE.
LALANA RAVONINAHITRINIARIVO
BOITE POSTALE 28
ANTANANARIVO, MADAGASCAR

CONTACT: MR. RAVOAHANGY-ANDRIANAVALONA, DEPUTY DIRECTOR
PHONE NO. 227-21
CABLE: FRAISENRI TANA
TELEX: 22218 ANTANANARIVO

COMMENT: A VERY LARGE IMPORT/EXPORT FIRM (CAPITALIZED AT
1.1 MILLION DOLLARS) WITH EXCELLENT REPUTATION AND ONE OF THE
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LEADING IMPORTERS OF ELECTRONIC PRODUCTS, MAINLY US MANUFACTU-
RED. EXCLUSIVE AGENT FOR SEVERAL IMPORTANT US MANUFACTURERS,
NOTABLY CATERPILLAR, JOHN DEERE, CESSNA AIRCRAFT, GOODYEAR, RCA,
GENERAL MOTORS, AND REPRESENTS A LONG LINE OF VARIOUS BRITISH,
FRENCH, SWEDISH, JAPANESE AND OTHER EUROPEAN FIRMS. OWNS A SALES
AGENCY IN NEW YORK, MALAGASY AGENCIES, WORLD TRADE CENTER, SUITE
1951, N.Y., N.Y. 10048. EXPRESSED PARTICULAR INTEREST IN IMPORT-

ING AND DISTRIBUTING PORTABLE, MOBILE AND FIXED MILITARY ELECTRONIC EQUIPMENT IN VIEW OF LARGE PROSPECTIVE MARKET IN THAT AREA.

B. MATELEC

(LE MATERIEL ELECTRONIQUE PROFESSIONNEL)
22, RUE DR. VILLETTE
BOITE POSTALE 140
ANTANANARIVO, MADAGASCAR

CONTACT: MR. PAUL BRASSARD, MANAGING DIRECTOR
PHONE NO.: 232-94 & 207-31
CABLE: MATELEC ANTANANARIVO
TELEX: BURENGRAIS 222-55

COMMENT: A MEDIUM-SIZED FIRM SPECIALIZED IN DISTRIBUTING AND MAINTAINING ELECTRONIC PRODUCTS. SUPPLIER OF ELECTRONIC PRODUCTS TO VARIOUS BRANCHES OF THE MADAGASCAR ADMINISTRATION (AERONAUTIC SERVICE, POST & TELECOMMUNICATIONS, POLICE DEPARTMENT, GENDARMERIE, ARMY). VERY INTERESTED IN US MANUFACTURED ELECTRONIC PRODUCTS AND EXPRESSED INTENTION TO WRITE DIRECTLY TO INTERNATIONAL DIVISION, OCEANSIDE, OF SWAN ELECTRONICS CORP. IN THE NEAR FUTURE. IN VIEW OF LARGE PROSPECTIVE MARKET IN THE ELECTRONIC FIELD, AND A LARGE PROJECT UNDERWAY AT THE MADAGASCAR INTERNATIONAL AIRPORT, EXPRESSED PARTICULAR INTEREST IN THE SWAN ELECTRONIC PRODUCTS AND IN MILITARY ELECTRONIC EQUIPMENT, IN GENERAL. ALSO INTERESTED IN TELEPRINTERS.

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C. STE. LANDIS MADAGASCAR

5, RUE ROBERT DUCROCQ
BOITE POSTALE 633
ANTANANARIVO, MADAGASCAR

CONTACT: MR. RAVALOMANDA MIANDRISOA, CHEF DU DEPARTEMENT ELECTRONIQUE
PHONE NO.: 251-51
CABLE: LANDIS TANA
TELEX: 22334

COMMENT: A LONG ESTABLISHED JOINT STOCK COMPANY FORMERLY ASSOCIATED WITH LANDIS BROTHERS & CO. OF NEW YORK, NOW AFFILIATED TO JOS HANSEN & SOEHNE IN THE FEDERAL REPUBLIC OF GERMANY. PRESENTLY REPRESENTS US FIRM BIRD ELECTRONIC CORPORATION OF CLEVELAND, OHIO, THROUGH THE FRENCH FIRM NAVALEC LOCATED IN PARIS, FRANCE. HOWEVER, INTERESTED IN CORRESPONDING WITH SWAN ELECTRONICS CORP. IF THEY FIND THAT SWAN PRODUCTS ARE PRICED COMPETITIVELY.

D. L. TEILLIET & L. LABROUSSE
COMPTOIR DE L'ELECTRICITE

(SERVICE COMMERCIAUX, ATELIERS, ENTREPRISE)
22, LALANA ANDRIANARY-RATIANARIVO
BOITE POSTALE 56
ANTANANARIVO, MADAGASCAR

CONTACT: MR. JEAN PODMORE, CHEF DU DEPARTMENT ELECTRONIQUE
PHONE NO.: ANTANANARIVO 207-16 & 230-66
CABLE: ELECTOIR ANTANANARIVO
TELEX: N/A

COMMENT: LONG ESTABLISHED FIRM CAPITALIZED AT APPR. 200,000
DOLLARS, SPECIALIZED IN DISTRIBUTION, WHOLESALE, INSTALLATION AND
MAINTENANCE OF ELECTRICAL AND ELECTRONIC PRODUCTS. EXCLUSIVE AGENT
FOR SEVERAL FRENCH ELECTRONIC AND ELECTRICAL FIRMS NOTABLY
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ACCUMULATEURS A.E.V., PATAY, CALOR, MARELLI, SAUTER, AND BRILLIE.
WISHES TO EXPAND INTO OTHER FIELDS AND INTERESTED IN OTHER COMPETITIVE
LINES, ESPECIALLY US MANUFACTURED. PARTICULARLY INTERESTED
IN SINGLE SIDE BAND (SSB) MEASURING DEVICES. MAY WISH TO REPRESENT
SWAN ELECTRONICS CORP. PROVIDED THEIR PRODUCTS ARE PRICED AND
MANUFACTURED COMPETITIVELY VIS-A-VIS FRENCH ELECTRONIC PRODUCTS
THEY NOW REPRESENT. REQUESTED CORRESPONDENCE IN FRENCH LANGUAGE.

2. IN GENERAL, ALL THE CONTACTED FIRMS EXPRESSED PARTICULAR INTEREST
IN MILITARY ELECTRONIC EQUIPMENT IN VIEW OF PROSPECTIVE
MARKET IN THAT RESPECT.

3. EXCEPT FOR L. TEILLIET & L. LABROUSSE, WHO EXPRESSLY REQUESTED
CORRESPONDENCE IN FRENCH, LISTED FIRMS ARE CAPABLE OF HANDLING
ENGLISH CORRESPONDENCE, BUT WOULD PREFER CORRESPONDING IN FRENCH,
IF POSSIBLE.

4. PREPARED E. RAKOTO-RAZAFIMANDIMBY APPROVED: SAMUEL V. SMITH.
BARRETT

NOTE BY OC/T: TELEGRAM DELAYED IN TRANSMISSION.

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978ANTANA01013
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780233-1158
Format: TEL
From: ANTANANARIVO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197806105/aaaadluj.tel
Line Count: 157
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: c373147d-c288-dd11-92da-001cc4696bcc
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2152522
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST: SWAN ELECTRONICS CORP - INTERNATIONAL DIVISION, CALIFORNIA
TAGS: BEXP, MA
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/c373147d-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014